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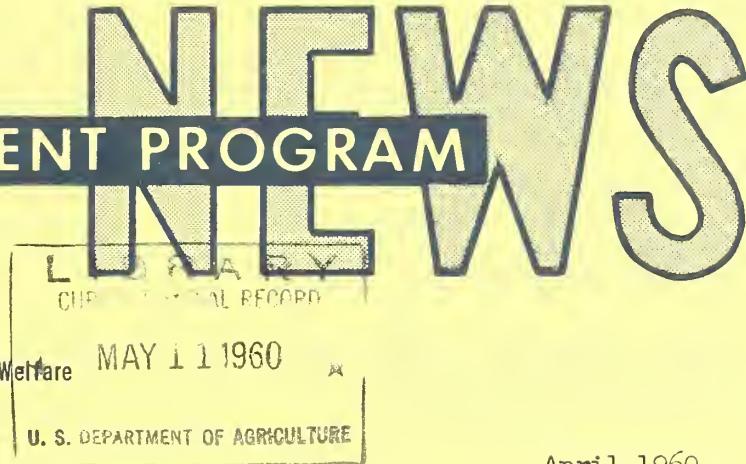
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"We must open wider the doors of opportunity....  
for the good of our country and all our people"  
President Eisenhower

## RURAL DEVELOPMENT PROGRAM

### Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior  
Under Secretary, Department of Agriculture (Chairman)  
Under Secretary, Department of Commerce  
Under Secretary, Department of Labor  
Under Secretary, Department of Health, Education, and Welfare  
Administrator, Small Business Administration  
Member, Council of Economic Advisers



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The Rural Development Program is attracting the increasing attention of rural leaders in foreign countries.

Paul V. Kepner, Deputy Administrator of the Federal Extension Service, and Sherman Weiss, Resource Development Specialist in Wisconsin, met on March 31 with a committee of the Canadian Senate to discuss the U. S. program. The meeting culminated nearly six months of study by Canadian agricultural officials of Rural Development organization and progress in this country.

Last September a Canadian delegation, headed by Dr. J. F. Booth, Director, Canadian Department of Agriculture Economics Division, toured program areas in Kentucky, Wisconsin, Minnesota, Michigan, Maine, Montana, and Washington. In presenting his report last month to the Senate committee Dr. Booth said the Rural Development Program in the U. S. was a means of bringing together people in rural areas "for a team effort and directing the weight of the whole community behind improvement projects."

Canadian Minister of Agriculture Douglass F. Harkness stated recently a Rural Development or re-development program similar to that in the U. S. would be a major part of Canada's long-term agricultural policy.

Agricultural ministers of countries belonging to the Organization for European Economic Cooperation on March 25 approved the group's fourth report on farm policies, which included a strong endorsement of the Rural Development Program.

The OEEC report defines the program as one aimed at the better coordination and improvement of present work in U. S. areas with many small, low production farms. "The basic objective of the Rural Development Program is to improve opportunities both on and off farms in the areas concerned so as to raise the general income level there," the report states.

Pointing out that farm credit can not meet the needs of the "lowest income farmers" in the U. S. due to their limited production and marketing potential, the report continues, "Prospects of a better livelihood for these farmers must depend

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

upon an improvement of the general economic conditions in the area arising from the Rural Development Program and similar development efforts, or movement out of the area as the national economy expands."

Expanded efforts are urged to broaden the Rural Development Program and similar U. S. regional economic development plans as "more appropriate than schemes limited to giving direct assistance to individual farms" in areas with concentrations of low income, low production units.

TEXAS RURAL DEVELOPMENT AGENT  
NAMED EXECUTIVE SECRETARY  
TO NATIONAL COMMITTEE

Garland Marshall, a former Texas Extension Service worker with wide experience in the Rural Development Program at the county and area level, is now serving as Executive Secretary to the Committee for Rural Development Program.

Marshall inaugurated a program in Texas' first pilot county, Cherokee, and later moved up to coordinator of area work covering 22 counties in the eastern part of the State.

As Executive Secretary to the Committee, Marshall's responsibilities include follow up on committee decisions, coordination of work among Federal Agencies taking part in the program, and assistance to Dr. Harry J. Reed in the latter's liaison work with the various states.

Marshall became Executive Secretary February 1.

ARKANSAS INDUSTRIAL DEVELOPMENT  
HEAD ENDORSES PROGRAM AIMS

Winthrop Rockefeller, Chairman of the Arkansas Industrial Development Commission and a pioneer in the move to open up industrial opportunities in rural areas, has endorsed the aims of the national Rural Development Program.

In a recent issue of The Arkansas Economist, a University of Arkansas publication, Mr. Rockefeller states that "a particular wisdom" outlined the program's threefold aims of promoting industry, increasing farm efficiency, and improving health and educational services in areas with many small, low production farms.

The 40-acre farm is becoming increasingly rare as an economic unit, he states. Owners of many small farms are faced with alternatives of moving to urban areas or of finding outside employment to add to farm income. "The latter alternative," he comments, "is the hope of a large majority of these people -- a hope that should be sustained."

Mr. Rockefeller observes that the same technology which made the 40-acre farm obsolete also freed the factory from its ties to the city. Workers no longer need to live within walking distance of a plant.

(Copies of Mr. Rockefeller's article may be obtained by writing Editor, Rural Development Program News, U. S. Department of Agriculture, Washington 25, D. C. )

WHITE HOUSE CONFERENCE  
POINTS UP RURAL YOUTH NEEDS

Answers to the question, "How do we help rural youth meet the challenges of the 60's?" came thick and fast at the Golden Anniversary White House Conference on Children and Youth, which ended early this month in Washington, D. C.

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#### RURAL DEVELOPMENT IN ACTION\*

Washington, D. C. More than 100 of the nation's small watershed projects moved into the construction stage in 1959 USDA has announced.

Mississippi: Tippah, Holmes, and Amite Counties, all with outstanding Rural Development Programs, are preparing for an impressive amount of industry expansion, including a new rubber plant, charcoal briquetting, and clothing manufacture. The State's Balance Agriculture with Industry program is helping out with financing.

Pennsylvania: Program workers in Schuylkill County are concentrating on youth work, zoning, agri-business, and better coordination of town and country industry development.

Minnesota: One hundred and seventy three new industries and expansions are reported throughout the State in 1959, adding 4,370 new jobs and increased capital investment of \$65 million. Many of these are in rural areas, both north and south.

Michigan: Leaders of the Upper Peninsula Resource Development Program are putting a lot of effort into forest industries. One result: 18,000 cords of Jack Pine were sold last year, compared with negligible sales a few years ago.

Tennessee: Of 144 new plants started up in Tennessee last year, 36 are in towns of 2,500 people or less, according to a recent issue of the State's attractive Department of Conservation and Commerce magazine.

West Virginia: A big part of the Lewis County Rural Development Program centers on expansion and development of the local Weston State Farmers Market. RD personnel and market officials are working in tandem to up production of truck crops and improve quality, especially on small farms.

North Carolina: Nearly half the 5,180 families submitting reports in the 1959 Western North Carolina Rural Community Development Program has an increase in income last year. About 80 percent of the families submitting reports have full or part-time off-farm income.

Oregon: The Lincoln County committee is promoting the program mainly through a group of "Rural Development cooperators," small farmers who are receiving intensive aid in bettering their incomes through forest and other resources.

\* Based on reports of rural development throughout the Nation, including pilot counties and others.

Some 7,500 private citizens, teachers, government officials and agency representatives and young people attended the five-day Conference. Their awareness of problems facing rural youth in a fast-changing America was clearly shown by the many resolutions passed on the subject.

The Rural Development Program was singled out for endorsement by participants in the Conference.

The Conference came up with several recommendations of particular relevance to rural youth including the following:

-- Action should be taken to cut down on the huge number of school drop outs nation-wide. This might be done by broadening school curricula and setting up special school-work programs.

-- American youth, especially rural youth, need more opportunities to obtain the kind of vocational training and guidance that will prepare them for the realities of the labor market.

-- The nation needs to do more to improve the position of families, many of them in rural areas, who represent a hard core of poverty in a prosperous society.

-- The Rural Development Program, and similar area economic development work in rural areas, should be stepped up to raise living standards and provide opportunities at home for young people. The Conference urged that "state and community organizations participate fully in the Rural Development Program."

NEW BOOKLET DESCRIBES FOREST  
OPPORTUNITIES IN RURAL DEVELOPMENT

An attractive, profusely illustrated booklet which spells out in detail what communities can do to build up their forest industries has just been issued by the U. S. Forest Service.

The publication, Forest Industry Opportunities in Rural Development, urges local leaders to take a close look at their woodlands. "The timber there may be the principal resource on which to establish new permanent industrial operations," says the new booklet. It tells how to start 15 different wood-using industries suited to areas with large supplies of lower grade timber.

Each dollar's worth of timber on the stump can have \$17.60 added value by the time it reaches the ultimate consumer.

"If you don't have the industry in your community to convert your trees into forest products, those extra wood-based jobs never show up and those extra dollars just don't circulate among your people," says the booklet.

(Single copies of Forest Industry Opportunities in Rural Development, U. S. Department of Agriculture, Forest Service, Agriculture Information Bulletin No. 222, may be obtained free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C., or purchased from the Superintendent of Documents for 25 cents.)

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Farm families with low incomes are one of the principle disadvantaged groups in American Society and a greater research effort is needed to find ways of meeting their special problems, says a report issued late in February by the USDA Economics Research Advisory Committee. This was one of two major problem areas singled out by the committee as needing special attention. "This research should provide a better basis for evaluating both adjustment opportunities of individual farm families and area development programs," says the committee.